

CITY OF JOHNSON CITY
HOTEL OCCUPANCY TAX (HOT) GRANT
Application Guidelines

The City of Johnson City collects hotel occupancy taxes (HOT) to be used only for events or projects which promote tourism and the hotel industry in the City. A HOT Grant is awarded by the City to an organization or group for a qualifying HOT activity described below. The funding period is from October 1 through September 30 of each year. A HOT Grant is issued after an event/project, and on a reimbursement basis.

Eligibility for HOT Grant

To be eligible for a HOT Grant, an organization or group must meet this two-part test set by law:

Part One: The event/project should generate meaningful hotel activity by bringing visitors to the City and increasing occupancy in hotels in the City and surrounding area.

Part Two: The event/project must fit into one of these qualifying HOT activities:

1. A visitor information center;
2. Advertising, solicitation, and promotions that attract tourists to the City or its vicinity;
Most HOT grant applications will fit into this category. Here, funding is limited strictly to paying for advertising and marketing expenses, for example: advertisements, billboards, radio and television promotions.
3. Promotion of the arts;
4. Historical restoration or preservation programs;
5. Signage in the City directing tourists to sights and attractions that are visited frequently by hotel guests; or
6. Promotion and preservation of “Dark Skies” programs to reduce light pollution and sky glow in the City.

NOTE: Issuance of a HOT Grant by the City is not sponsorship or patronage of the event/project.

Application Requirements and Funding

1. Application Process.

- A. An applicant must complete and submit an application form with the following information:
 - i. Reasonable data that the event/project will increase overnight hotel stays in the City consistent with the level of HOT funding requested. For example: the event is multiple days, 400 of the participants will travel more than 100 miles and 125 participants will stay in the City;
 - ii. A complete budget detailing HOT expenses;
 - iii. A plan documenting how the event/project will be marketed to attract visitors and overnight stays to the City, such as:
 - a. Placing advertisements outside a 100-mile radius of the City in addition to within the City;
 - b. Making lists of local lodging and current contact information on city and area hotels, motels, and bed and breakfasts available to the public; and

- c. Providing city hoteliers information on the event/project and permitting them to participate in a bidding process for bookings (if applicable);
- iv. For advertising, final advertising copy must be reviewed and approved by City staff for appropriate representation of the City and of local lodging;
- v. Promotional material (brochures, website, advertisements, etc.) and signage for which HOT funds are used shall include the City logo or appropriate City identification; and
- vi. Other relevant information requested by the City.

B. An application will be reviewed by City staff who will issue a recommendation to Council. At a designated council meeting, an applicant may make a presentation to Council. The City Council will issue a decision on an application. The decision by Council is final.

2. Post-Event Report.

- A. To receive payment of a HOT Grant, an approved applicant must submit a Post-Event Report to the City no later than 60 days after the event/project with the following information:
- i. Tracking of overnight visitors for the event/project, such as:
 - a. registry numbers from hotels on the number of guests at hotels and other lodging facilities;
 - b. historic information on the number of room nights booked during previous years of the same event/project (if applicable);
 - c. information on the size of a room block that was reserved at area lodging to accommodate overnight guests;
 - d. a list of zip codes of event/project attendees; or
 - e. a survey distributed to attendees showing what hotel/lodging an attendee stayed at and the number of days;
 - ii. One sample of each form of advertising/promotion used in marketing the event/project and where advertising was placed and its market reach; and
 - iii. Budget expenses itemized and payment (receipts, invoices, etc.).
- B. Failure to submit the Post-Event Report will disqualify an applicant of a HOT Grant for the event/project.

3. Award of HOT Grant.

- A. A HOT Grant will be awarded upon review and approval of the Post-Event Report.
- B. Deviation from the initial application and description of the event/project may result in the partial or total withdrawal of the HOT Grant.
- C. A HOT Grant will be awarded only on a reimbursement basis.
- D. The amount of a HOT Grant will be equal to the approved total of actual expenses incurred.

Note: Because of limited available revenues, it is strongly recommended that a portion of the surplus revenues generated from an event/project be redirected into the costs of operating that same event/project in the future.

**CITY OF JOHNSON CITY
HOTEL OCCUPANCY TAX (HOT) GRANT APPLICATION**

SECTION 1 – APPLICANT INFORMATION

Organization/Group:	Application Date:
Mailing Address:	Physical Address:
Organization/Group Website (if applicable):	
Name of Authorized Representative:	
Representative Phone Number:	Representative Email:
Type of Organization/Group (Ex: Nonprofit or Private/For Profit):	Tax ID No.:
Description of Organization/Group:	

SECTION 2 – EVENT/PROJECT DESCRIPTION AND EXPENDITURES

Name of Event/Project:	How is this event/project a qualifying HOT activity?
Projected Expenditure Total of Event/Project:	HOT Grant Amount Requested:
Location:	Event/Project Date(s):
Estimated Number of Total Participants:	Estimated Number of Overnight Guests:
Are rooms blocked for the event? Number?	

Description of Event/Project Activities:

Will this event/project be ticketed? If yes, price of ticket or admission fee:

How many years has this event/project been held? Dates held:

Description of how the HOT Grant will be used for the event/project:

Description of contributing funds from other sources and amounts:

Describe how the event/project will enhance/promote tourism and the hotel industry in the City (use additional sheets if necessary):

Have HOT Grants been used previously for this event/project? If yes, please provide the following:

When?

How much?

Number of hotel rooms used?

SECTION 3 – REQUIRED DOCUMENTATION

An application will not be considered complete until all required documentation has been submitted and the application is signed.

Submit documents separately (City to check off receipt):

- Itemized, detailed list of expenditures for HOT Grant.
- Advertising/marketing plan, including target audience. Include description of how and to whom the campaign is marketed; promotions and costs (ads in newspaper, radio, tv); press releases; direct mail to out-of-town recipients; area of campaign; dates of promotion.
- Event/project timeline and schedule.

SECTION 4 – APPLICATION SUBMISSION

Please return completed application with required attachments to:

By Mail:

City of Johnson City
Attn: Chief Administrative Officer
P.O. Box 369
Johnson City, Texas 78636

Hand Delivery:

City of Johnson City City Hall
Attn: Chief Administrative Officer
303 E. Pecan Drive
Johnson City, Texas 78636

Electronic Submission: _____@johnsoncitytx.org

SECTION 5 – CERTIFICATION

By my signature below, I certify that I am the authorized representative of the above-named organization/group applicant and that the information provided on this application is complete and accurate. I represent that the organization/group understands the application, guidelines and requirements for a HOT Grant, and agrees to comply with and abide by them. Further, I certify that funds received will be used in accordance with state law to directly enhance and promote tourism and the hotel industry in the City and surrounding vicinity.

Applicant Signature: _____

Printed Name: _____

Date: _____

For City Use Only

Date Received and Staff Initials: _____

Date Approved and Staff Initials: _____

HOT Grant Amount Awarded: _____

CITY OF JOHNSON CITY HOT GRANT POST-EVENT REPORT

An organization/group approved for a HOT Grant must submit this Post-Event Report to the City Secretary within 60 days of the event/project. This report will be reviewed by the City to determine if and how the entity met its goals for reimbursement.¹

Date:			
Organization:			
Event/Project:			
Date(s) of Event/Project:			
Total expense amount for HOT Grant:			
List all expenses for reimbursement. Attach invoices and receipts. (Use separate sheets if necessary).			
What was the total attendance at the event? How was this determined?			
What was the total number of tourists who attended the event and stayed overnight? How was this determined (for example, room block usage information, survey of hoteliers, etc.)?			
Below, please list the following:			
1) promotions your organization used to promote the event; and			
2) how much was actually spent in each category.			
Television (Name of Station):	Market Area:	# of Days of ads	Amount Spent:
Newspaper(s) (Name of Newspaper)	Market Area:	# of Days of ads	Amount Spent:

¹ *Note:* The Post-Event Report will be used also in consideration of future HOT Grant requests. Priority will be given to those events/projects that demonstrate an ability to generate overnight visitors to the City.

Direct Mail	Market Area:	# of Days of ads	Amount Spent:
Radio (Name of Station(s))	Market Area:	# of Days of ads	Amount Spent:
Press Releases	Market Area:	# of Days of ads	Amount Spent:
Other	Market Area:	# of Days of ads	Amount Spent:
For each promotion, please attach copies of final drafts of the advertisements, brochures, mailouts, radio or television copy.			
What other marketing initiatives did you utilize to promote hotel and tourism activity for this event?			

Post-Event Report Submission:

By my signature below, I certify that I am the authorized representative of the above-named organization/group applicant and that the information provided on this Post-Event Report is complete and accurate.

Signature: _____

Printed Name: _____

Date: _____

<i>For City Use Only</i>	
Date Received and Staff Initials:	_____
Date Approved and Staff Initials:	_____
HOT Grant Amount Awarded:	_____